

**PASSAIC COUNTY TECHNICAL INSTITUTE
45 Reinhardt Rd.
Wayne, NJ**

Advertising Art and Design III

Course # 1042

Credits 12.5

2018

I. Course Description:

Each student is expected to successfully complete the course proficiencies that relate to the following topics of Advertising Art and Design 2. Advertising Art and Design III will reinforce areas covered in 1 & 2 and will also introduce new concepts and media. Students will expand knowledge of traditional and digital mediums in a classroom environment based on elements of a cutting-edge art studio. This course focuses on mixed media, traditional painting, digital painting, vector-based graphics, 3D graphics, Animation, 3D printing and typographic design. All major projects are assigned for submission by a given deadline. The visual design process is essential in successful completion of the students' projects which includes: project research, thumbnail sketches, comprehensive sketching or digital composites. In addition to traditional media and digital design tools on the computer, students will properly handle and use, scanners, and other various output devices such as printers and backup storage applicable to projects. Students will fully understand the requirements of assigned projects upon submission then keep all process elements together with matted composite in their art portfolios for future use. Students will be required to demonstrate ability in all educational projects and assignments.

II. Units:

Content Area:	ADVERTISING ART & DESIGN 3	Grade(s)	11
Unit Plan Title:	Methods and media <i>This unit will explore illustration methods and styles as well as introducing new techniques and media. Methods such as Conceptual illustration and Mixing mediums will increase the scope of themes and subject matter in art produced. Reinforcement and expansion of learned skills such as digital painting and traditional painting is also included.</i> I. Advanced Conceptual Illustration (10 days) a. Encourage abstract thinking b. Problem solving c. Communicate using clever use of symbols II. Advanced Watercolor illustration (10 days) a. Develop skill using watercolor		

b. Explore advanced/complex subject matter

III. Mixed Media & Inking (15 days)

- a. Using Ink to render typography and letter forms
- b. Using different mediums to provide color and depth
- c. Composing an image that communicates a concept

IV. Advanced Acrylic Paint Exploration (15 days)

- a. Increase Knowledge of the medium
- b. Explore advanced subject matter

NJSLS/CCTC Standard(s) Addressed

9.3.12. AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.

9.3.12. AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.

9.3.12. AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.

Essential Questions (3-5)

What mediums can you combine with Ink?

What symbols and juxtapositions can be used to add drama to an art form?

How is the watercolor process different from Acrylic?

Anchor Text(s)

“The New Artist’s Manual”, by Simon Jennings, 2006, Chronicle Books ISBN-13: 9780811851244, ISBN-10: 0811851249

Short & Informational Texts (3-5)

<https://www.creativelive.com/blog/hand-lettering-for-beginners/>

<https://www.artsy.net/article/artsy-editorial-if-you-don-t-understand-conceptual-art-it-s-not-your-fault>

<https://www.format.com/magazine/resources/art/beginners-guide-mixed-media-art>

Expected Proficiencies/Career and Life Skills

Demonstrate ability to come up with concepts and narratives for illustrations

Demonstrate ability to use Symbols and Imagery

Demonstrate the ability to use a color medium to illustrate a subject
Demonstrate the ability to create value and tone
Demonstrate the ability to create color relationships
Use digital imaging software to create reference
Use web to research images
Output work using printers
Demonstrate knowledge of traditional mediums
Demonstrate ability to use proper time management and keep deadlines

Formative Assessments

Concept sketches and thumbnails

Summative Assessments

Comprehensive Sketch assessment
Portfolio work assessment
Open critique

Resources (Websites, LMS, Google Classroom, documents, etc.)

Canvas LMS
Lynda.com
Microsoft PowerPoint
Microsoft Word
Instructional Videos
Wikis
Google Drive/Docs/Slides
YouTube videos

Suggested Time Frame

10 weeks

Content Area:	ADVERTISING ART & DESIGN 3	Grade(s)	11
Unit Plan Title:	<p>Introduction to 2d Animation and Motion graphics <i>This unit will cover the basics of how to use vector-based Motion graphics software including but not specific to Adobe Animate and Adobe Character Animator.</i></p> <p>I. Animation basics (15 Days)</p> <ol style="list-style-type: none"> a. Tweening and loops b. Using the timeline c. Using color transitions and opacity d. Working with type e. Scaling an object f. Adding music and sound <p>II. Character Animation (15Days)</p> <ol style="list-style-type: none"> a. Creating a puppet rig b. Using loop animation to create a cycle c. Animating a rig 		
NJSLS/CCTC Standard(s) Addressed			
9.3.12. AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.			
9.3.12. AR-P. RT.2 Demonstrate the production of various print, multimedia or digital media products.			
9.3.12. AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas.			
Essential Questions (3-5)			

What is a key frame and how does it play into animation?
What is easing in and out?
What is a loop animation?
How can scaling and opacity create depth?

Anchor Text(s)

3dtotal.com - Digital Painting Techniques: Practical Techniques of Digital Art Masters 1st Edition, ISBN-13: 9781909414761
ISBN-10: 190941476X

Short & Informational Texts (3-5)

ARTICLES

<https://helpx.adobe.com/animate/how-to/create-2d-animation.html>

<https://conceptartempire.com/adobe-animate-tutorials/>

<https://webdesign.tutsplus.com/tutorials/a-web-designers-guide-to-adobe-animate-cc--cms-28240>

Expected Proficiencies/Career and Life Skills

- Create storyboard
- Understand the importance of meeting deadlines.
- Animate motion graphics
- Create artwork and solutions for client needs
- Implement the principles of design
- Mount and mat art work in a professional manner.
- Present of an art portfolio in a professional manner.

Formative Assessments

Tweening Exercise
Storyboards

Summative Assessments

Animation Project

Resources (Websites, LMS, Google Classroom, documents, etc.)

Canvas LMS
Lynda.com
Microsoft PowerPoint
Microsoft Word
Instructional Videos
Wikis
Google Drive/Docs/Slides
YouTube videos

Suggested Time Frame

6 weeks

Content Area:	ADVERTISING ART & DESIGN 3	Grade(s)	11
Unit Plan Title:	3D Sculpting and Printing <i>This unit will introduce 3d graphics and 3d Printing as well as the exploration of digital sculpting. Students will be able to create a 3d model using Maya 3d animation software.</i> I. Intro to Maya (20 days) a. Building wireframes and polygons b. Using the tools i. Moving the camera ii. Using pre-made 3d objects iii. Manipulating lighting and surface iv. Using text II. 3d printing Workshop (20 days)		

- a. Importing & exporting files
- b. Setting up your model on the print area
 - i. Using scaling and positioning
 - ii. Editing or cutting your model
 - iii. Setting print parameters
 - iv. Setting filament thickness
 - v. Supports

9.3.12. AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.

9.3.12. AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.

9.3.12. AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas

Essential Questions (3-5)

What is a polygon?

How many ways can you create a polygon?

What is the best way to fill your print?

Anchor Text(s)

[Adobe Illustrator CC, Classroom in a Book](#) – Adobe Press 2018 ISBN-13: 9780134852492

Short & Informational Texts (3-5)

https://support.makerbot.com/learn/makerbot-replicator/getting-started/how-to-print_10252

<https://www.creativebloq.com/3d-tips/maya-tutorials-1232745>

https://en.wikipedia.org/wiki/Digital_sculpting

Expected Proficiencies/Career and Life Skills

Create basic 3d graphics

Apply images to 3d graphics

Output good quality printed sculptures and objects

Formative Assessments
Thumbnail Sketches 3d object design exercises Sample prints
Summative Assessments
Final 3d sculpt Final 3d print Group Critique
Resources (Websites, LMS, Google Classroom, documents, etc.)
Canvas LMS Lynda.com Microsoft PowerPoint Microsoft Word Instructional Videos Wikis Google Drive/Docs/Slides YouTube videos
Suggested Time Frame
8 weeks

Content Area:	ADVERTISING ART & DESIGN 3	Grade(s)	11
Unit Plan Title:	Advanced Digital Painting <i>This unit will expand on pixel-based art and software such as but not limited to Adobe Photoshop.</i>		

Students will learn the power behind pixel-based programs and how to use it to create illustrations using styles that simulate paint and other traditional color mediums.

I. Advanced Digital Painting (20 days)

- a. Brush techniques
 - i. Settings
 - ii. Mixer brush
 - iii. Creating Skin Tones
 - iv. Adding textures

NJSLS/CCTC Standard(s) Addressed

9.3.12. AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.

9.3.12. AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.

9.3.12. AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas

Essential Questions (3-5)

What is the advantage of using the mixer brush?

How does creating a color palette assist in painting skin tone?

How can brush settings the painting process?

Anchor Text(s)

Adobe Photoshop CC, Classroom in a Book – Adobe Press 2018 ISBN-13: 9780134852485, ISBN-10: 0134852486

3dtotal.com - Digital Painting Techniques: Practical Techniques of Digital Art Masters 1st Edition,
ISBN-13: 9781909414761 ISBN-10: 190941476X

Short & Informational Texts (3-5)

<https://paintable.cc/digital-painting-the-ultimate-beginners-guide/>

<https://design.tutsplus.com/articles/digital-painting-101-the-pros-and-cons-of-painting-in-grayscale--cms-23788>

<https://www.breathingcolor.com/blog/traditional-vs-digital-painting/>

Expected Proficiencies/Career and Life Skills	
Pixel Based Digital painting skills Preparing Line Art for digital output and printing Layer based Digital Coloring methods	
Formative Assessments	
Daily exercise/ practice of skill Skin tone Painting exercise Group Critique	
Summative Assessments	
Color Paint project Group Critique	
Resources (Websites, LMS, Google Classroom, documents, etc.)	
Canvas LMS Lynda.com Microsoft PowerPoint Microsoft Word Instructional Videos Wikis Google Drive/Docs/Slides YouTube videos	
Suggested Time Frame	
4 weeks	

Content Area:	ADVERTISING ART & DESIGN 3	Grade(s)	11
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Unit Plan Title:	<p>Introduction to Layout and Graphic design <i>This unit will cover an introduction to the art of layout and design using graphic design software. Students will learn the principles of design and rules of layout.</i></p> <ul style="list-style-type: none"> I. Intro to design basics <ul style="list-style-type: none"> a. Elements of Art (1 day) <ul style="list-style-type: none"> i. color, form, line, shape, space, texture, and value b. Principles of Design (1 day) <ul style="list-style-type: none"> i. balance, contrast, emphasis, movement, pattern, rhythm, unity & variety. II. Creating graphic designs using layout software(20 days) <ul style="list-style-type: none"> a. Menu design b. letterheads c. brochures d. business cards III. Resume creation
9.3.12. AR-VIS.3 Analyze and create two and three-dimensional visual art forms using various media.	
9.3.12. AR-PRT.2 Demonstrate the production of various print, multimedia or digital media products.	
9.3.12. AR-VIS.2 Analyze how the application of visual arts elements and principles of design communicate and express ideas	
Essential Questions (3-5)	
What are the Principles of design?	
What are the Elements of art?	
What is the rule of thirds?	
What is the importance stacking type?	
Anchor Text(s)	
James Craig- Designing With Type, ISBN-13: 9780823014132 ISBN-10: 0823014134	

Short & Informational Texts (3-5)

<https://www.toptal.com/designers/ui/principles-of-design>
https://en.wikipedia.org/wiki/Elements_of_art
<https://www.usability.gov/what-and-why/visual-design.html>

Expected Proficiencies/Career and Life Skills

- Knowledge of layout software (Indesign)
- Knowledge of Principals of design
- Knowledge and use of typography

Formative Assessments

Group discussion
Design exercises
Group Critique

Summative Assessments

Layout project

Resources (Websites, LMS, Google Classroom, documents, etc.)

Canvas LMS
Lynda.com
Microsoft PowerPoint
Microsoft Word
Instructional Videos
Wikis
Google Drive/Docs/Slides
YouTube videos

Suggested Time Frame

4 weeks

III. Instructional Strategies:

- a) Lecture
- b) Modeling and demonstration
- c) Presentations, Graphics and other visuals
- d) Engaging in discussions
- e) Listening and speaking activities
- f) Watching and responding to media
- g) Participating in small and large groups
- h) Researching to make connections to texts and classroom discussions
- i) Answering questions (oral and written)
- j) Summarizing
- k) Debating
- l) Analyzing texts, discussions, etc.
- m) Peer teaching

IV. Scope and sequence:

Key: I. Introduced D. Developed R. Reinforced M. Mastered

Proficiencies				
Identify and handle tools of the trade safely.		D	R	
Knowledge of a variety of art supplies.		D	R	
Implement conceptual thinking into images	I	D	R	
Design business cards and letterhead	I	D	R	
Understand the importance of meeting deadlines.			R	
Expand knowledge of the many career opportunities related to ad design.	I	D	R	
Create artwork using acrylic paint		D	R	M

Create artwork using watercolor methods		D	R	
Prepare detailed thumbnails.			R	
Use of color copiers and printers			R	
Create artwork and solutions for client needs			R	
Advanced knowledge of pixel based design software.		D	R	
Implement the principles of design	I	D	R	
Implement digital painting techniques.	I	D	R	
Master use of digitizer and stylus.	I	D	R	M
Implement 3D graphics and map art.	I	D		
Animate using 3d software	I	D		
Animate motion graphics	I	D		
Identify various artists	I	D		
Knowledge of layout software (Indesign)	I	D		
Create 3d sculptures with graphics	I	D		
Print/output 3d graphics into sculpture	I	D		
Mount and mat art work in a professional manner.			R	
Present of an art portfolio in a professional manner			R	

V. Course Textbooks, Instructional Resources & Software:

Drawing the Head and Hands Author: Andrew Loomis
ISBN-13: 9780857680976 ISBN-10: 0857680978

Andrew Loomis - Figure Drawing - For All It's Worth
ISBN-13: 9780857680983 ISBN-10: 0857680986

Pat Quinn - Pat Quinn's Basic Perspective for Comics & Illustration
ISBN-13: 9781888429183 ISBN-10: 1888429186

“How to Draw Lifelike Portraits” by Lee Hammond, 1995, North Light Books
ISBN-13: 9780891346357 ISBN-10: 089134635X

Joe Cartwright - Mastering Watercolors a Practical Guide
ISBN-13: 9781507770184 ISBN-10: 1507770189

James Craig - Designing with Type
ISBN-13: 9780823014132 ISBN-10: 0823014134

3dtotal.com - Digital Painting Techniques: Practical Techniques of Digital Art Masters 1st Edition
ISBN-13: 9781909414761 ISBN-10: 190941476X

Adobe Illustrator CC, Classroom in a Book – Adobe Press 2018
ISBN-13: 9780134852492 ISBN-10: 0134852494

Adobe Photoshop CC, Classroom in a Book – Adobe Press 2018
ISBN-13: 9780134852485 ISBN-10: 0134852486

Adobe InDesign - Classroom in A Book CS5, CC – Adobe press 2018
ISBN-13: 9780134852508 ISBN-10: 0134852508 Adobe Creative Suite (Photoshop and Illustrator)

Canvas LMS

Lynda.com

Microsoft PowerPoint

Microsoft Word

Instructional Videos

Wikis

Google Drive/Docs/Slides

YouTube videos

VI. Student Handout

Course Description:

Each student is expected to successfully complete the course proficiencies that relate to the following topics of Advertising Art and Design 2. This is the concluding year of a 3-year course. Advertising Art and Design III will reinforce areas covered in 1 & 2 and also introduce new concepts and media. Students will expand knowledge of traditional and digital mediums in a classroom environment based on elements of a cutting-edge art studio. This course focuses on mixed media, traditional painting, digital painting, vector-based graphics, 3D graphics, Animation, 3D printing and typographic design. All major projects are assigned for submission by an assigned deadline. The visual design process is essential in successful completion of the students' projects which includes: project research, thumbnail sketches, comprehensive sketching or digital composites. In addition to traditional media and digital design tools on the computer, students will properly handle and use, scanners, and other various output devices such as printers and backup storage applicable to projects. Students will fully understand the requirements of assigned projects upon submission then keep all process elements together with matted composite in their art portfolios for future use. Students will be required to demonstrate ability in all educational projects and assignments.

Expected Proficiencies:

- Identify and handle tools of the trade safely.
- Knowledge of a variety of art supplies.
- Implement conceptual thinking into images
- Design business cards and letterhead
- Understand the importance of meeting deadlines.
- Expand knowledge of the many career opportunities related to ad design.
- Create artwork using acrylic paint
- Create artwork using watercolor methods
- Prepare detailed thumbnails.
- Use of color copiers and printers
- Create artwork and solutions for client needs
- Advanced knowledge of pixel-based design software.
- Implement the principles of design
- Implement digital painting techniques.
- Master use of digitizer and stylus.
- Implement 3D graphics and map art.
- Animate using 3d software
- Animate motion graphics
- Identify various artists
- Knowledge of layout software (Indesign)
- Create 3d sculptures with graphics
- Print/output 3d graphics into sculpture
- Mount and mat art work in a professional manner.
- Present of an art portfolio in a professional manner.

